

## **Allied Vaughn's Faith Media Services Group Presents Survey Findings at NRB**

*Leading distributor of physical and digital content makes research available on the impact of  
New Communication Technologies in Faith Organizations*

**Minneapolis, MN (March, 2008)** – Allied Vaughn's Faith Media Services Group made available, in its booth at NRB, the results of an online survey it conducted to gain insight regarding trends in the use of new communications technologies by faith-based organizations. Important members of the faith-based community were contacted for their opinions on communications technology and how it had changed the way faith-based messages were delivered now and in the future. Copies of the research are available at Allied Vaughn's website, [www.AlliedVaughn.com/faith-based-organizations.htm](http://www.AlliedVaughn.com/faith-based-organizations.htm).

The research successfully addressed the broad initiatives of the survey, which were to:

- Determine the type of content generated, used and distributed by faith organizations, and who the audiences for the content are
- Understand the most used delivery formats for the content
- Identify the most commonly used distribution channels for delivering communications
- Determine the biggest opportunities and challenges offered to faith organizations by new communications technologies

"The research shows demand for print and optical media for faith based content continues to grow, but the option of web based delivery of their messages is a reality," observed Richard Skillman, Vice President of Sales and Director the Faith Media Services Group. "Significant

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interest is being generated in exploring the alternatives of online video and audio delivery, e-commerce order centers and the emergence of new methods for secure delivery of video via the web. We were especially struck by the interest in adopting digital asset management solutions for libraries. The survey validates Allied Vaughn's ability to use all of these tools and channels to provide direct and intimate connections between faith organizations and their audiences.

### **About Allied Vaughn**

Allied Vaughn (<http://www.alliedvaughn.com>) is the only company offering unbiased media consultation because it's the only company providing every current solution for manufacturing and delivering content to the business and consumer markets. Clients rely on Allied Vaughn for a variety of electronic content and delivery options, including streaming, downloading and web broadcasting, as well as DVD/CD copies and fulfillment. Allied Vaughn also offers its proprietary Media-On-Demand online solution, and a growing number of Fortune 500 clients are using its Digital Asset Management Services to manage their rich media libraries. Looking to the future, Allied Vaughn is partnering with some of the leading technology companies in the U.S., uncovering the additional potential of proprietary Burn-On-Demand and Download-To-Burn product offerings. Richard Skillman may be reached at (407) 264-5479 or by email at [richard.skillman@alliedvaughn.com](mailto:richard.skillman@alliedvaughn.com).

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